

Social Service Human Relations Board
Minutes of the Regular Meeting, Thursday, October 23, 2008

1. CALL TO ORDER and ROLL CALL: Vice President Chen called the meeting to order at 7:40 p.m. Present were Vice President Chen, Members Nielsen, Villareal, and Soglin. President Wasko and Member James were absent. Staff present were Jones and Brown.

2. APPROVAL OF MINUTES: Member Soglin asked for his comments to be incorporated into the minutes from May 22, 2008, and approved as amended M/S Chen, Soglin. The minutes from June 26, 2008 were tabled since a quorum of Members from the June meeting were not present. The minutes for September 25, 2008 were approved M/S Chen, Villareal, and unanimous.

3-A. PRESENTATION AND REVIEW OF SUNCAL COMPANIES REDEVELOPMENT CONCEPT PLAN FOR ALAMEDA POINT: Debbie Potter, introduced herself to the Board and gave a brief history of the last 15 years of Alameda Point, the Master Developer process, the Exclusive Negotiation Agreement process, and the DDA process. She then introduced Pat Keliher from SunCal Companies for a presentation.

Mr. Keliher, SunCal Companies, provided a power point presentation. The presentation (attached) included an overview of the concept development process, the concept plan, and the list of community input sessions. He explained that this presentation was one of eight feedback sessions for City of Alameda Boards and Commissions. After the presentation, he took questions from the Board.

Nielsen – Is the Miracle League ball field part of this plan?

Potter – No, plans for the Miracle League ballpark are part of the North Housing Coast guard parcel.

Nielsen – Did you say that (25%) of the units will be affordable?

Keliher – Yes.

Chen – Will the affordable housing be rentals or ownership?

Keliher – I think mainly rentals, but ownership is possible too.

Soglin – Are there set prices for these units? And are you considering the additional costs that might impact affordability, such as homeowner association dues or other fees related to the shared amenities?

Keliher – SunCal is still doing research to determine prices. As for the additional costs, we hadn't discussed that yet for the affordable units. Kieler also explained that several organizations are already providing long term affordable housing (i.e., Bessie Coleman, APC, Operation Dignity, etc.) and will at some point need to be transitioned into new facilities. They are working closely with APC for a smooth transition.

Villareal – How will the parks and open space be maintained?

Keliher – The plan is for fiscal neutrality. Amenities will be funded by some combination of tax increment financing, homeowners association dues, and user fees.

Soglin – Will the Sports Complex be run by the Department of Recreation and Parks?

Keliher – That has not been determined at this time.

Soglin – (comment) When determining housing prices, will SunCal include whether they will charge a “tenant” fee for maintenance costs because this might make the affordable units not affordable.

Keliher – Thank you, we will keep that in mind.

Chen – Please explain the timeline of the development.

Keliher – The phases of the project are outlined in the development concept. This plan will take 12-20 years for build-out, but will not begin until the Navy has conveyed the land and the environmental clean up has been completed. If the clean up happens fairly quickly, and all goes well, construction might begin as early as 2013-14.

Nielsen – The long term phasing has the possibility of affecting current residents in either positive or negative ways. What is being done to prevent displacement and ensure that the development is as non disruptive as possible?

Keliher – SunCal is hopeful that working with APC can ensure good solutions for residents and smooth transitions.

Nielsen – The 25% for affordable housing is a lot isn't it? Can you talk a little bit on the issue of physical accessibility in the affordable units?

Keliher – Yes, 25% is a lot. There are a lot of concepts and details to fine-tune within the plan, such as how many of the affordable units will be accessible. You are all asking very valid questions that come later in the planning process.

Nielsen – Can you comment about whether or not the plan is Measure A compliant?

Keliher –Regarding Measure A, SunCal will be accessing the community's willingness to exempt Alameda Point from Measure A. To exempt the Point, a ballot initiative would need to be approved.

Nielsen – Will the Eco-Pass offer disabled and senior discounts? How close will transit station be to affordable and elderly housing?

Keliher – The paths will connect to the transportation areas. Last night, we presented to the Transportation Commission, and they provided input on needed improvements and funding. SunCal is completing an independent study on transportation needs. We are attempting to ensure all units are within a five-minute walk to transit.

Soglin – How do you determine what is within a five-minute walk to transit. For example, seniors or people with physical disabilities may walk slower than others?

Keliher – I'm not certain. That's a good question for our transit specialist.

Chen – Can you tell us about inter-City transit affects? For example, what do you expect the impacts of the development to be on the Webster tube?

Keliher – SunCal has solicited input from other public agencies and cities. The problem is not the Webster tube; rather it is the 880 corridor, which causes a back up in the tube. It is our hope that the increased public transit options will mitigate congestion, but it takes years for commuter behavior to change.

Nielsen – Can you show us where the business areas will be and when in the phasing plan will they be built?

Keliher – Referring to the slides, Keliher highlighted the areas of business. He explained that some housing and business build out will be included in each phase. He commented that certain businesses, like restaurants and retail should be carefully phased to ensure they are coming online when the housing has built enough of a client base.

Nielsen – What about employment options and the First Source Hiring program?

Potter – Staff addressed this question – There is language for such details in the, "Standards of Reasonableness," which will address existing businesses, along with new employment opportunities.

Soglin – Has SunCal considered details for large grocery stores that would be more affordable to local residents rather than more expensive smaller markets?

Keliher – No, we aren't at that level of detail yet. We understand that there is a need for these services as well as an anchor tenant (50,000 sq ft), which could be a grocery store, maybe two.

Chen – How far are you with clean up?

Keliher – It is the Navy who is responsible for clean-up, not SunCal. The Navy is working on it; SunCal has no agreement with the Navy.

Nielsen – Back to transportation, will you move or eliminate the ferry across the estuary?

Keliher – The plan is to move the ferry to a transportation terminal in the old seaplane lagoon.

Speaker – Doug Biggs, Director of Alameda Point Collaborative (APC), addressed the Board and stated that his organization has begun a working closely with staff and SunCal to make the transition as smooth as possible for their agency and residents. He recommended that a consultant be hired to help coordinate the complex process of relocating APC. He also thanked the Board for looking at the Needs Assessment and comparing it to this concept plan. He reminded that Board that there are a lot of coordinated services already at Alameda Point, specifically he mentioned the Alameda Food Bank warehouse, the American Red Cross—Alameda Service Center, and APC. He suggested that development be careful to support, rather than hurt, the already existing collaborations and safety net support structures. He also suggested that development be attentive to support emerging and growing needs for seniors downsizing and new families starting out.

Speaker - Adrienne Longley-Cook, Member of the Commission on Disability Issues, addressed the Board and SunCal about the need for accessible ground floor units within the housing to be built. She requested that all parks and paths be accessible for wheelchairs and walkers who might need flat surfaces. She further suggested that all walkways include benches for those with physical disabilities who may need to sit down on their walks and that the sports field is accessible to ensure that people with wheelchairs can observe the games and participate. Walkways should also include picnic tables that are wheelchair accessible. She stated that the five-minute walk to transit was a wonderful idea for disabled people.

Potter - Staff is consolidating all comments and suggestions from the Boards and Commissions by November 5th, and will compile them and report them to Council in a staff report.

Jones – She will compile all issues addressed here tonight and provide them for the report.
No action was taken.

3-B. RECOMMENDATION REGARDING PROPOSED AMENDMENT OF COMMUNITY DEVELOPMENT BLOCK GRANT PUBLIC SERVICE FUNDING FOR FY2008-09: Staff member Jones provided the Board a recap on the CDBG process. There is an additional \$11,500 for public services at this time.

She reminded the Board that they requested that any re-programming decisions be made based on the most recent data available because of the changing economic outlook. When public service funding was last discussed, the Board was concerned about how Alameda might be impacted by the national increase in foreclosures. Since then, data has been released that Alameda is has the 6th lowest number of foreclosures in California.

Jones further explained that in order to determine other emerging needs, staff contacted safety net providers currently funded by CDBG: Alameda Red Cross-Alameda Service Center (who administers an eviction prevention program) and the Alameda Food Bank. Because Bananas has received re-programming dollars over the several years, they were also contacted. Each agency was asked to

quantify any increase in demand for services and how many additional people could be served by the additional funding. In keeping with past years, re-programming funds must be used for direct services rather than staff salaries or overhead costs.

Jones commented that the Alameda Food Bank has seen an increase of 25% more families needing food. As a result, they have released \$10,000 of reserve funds to increase food purchases. She further explained that according to the Alameda Food Bank, food is more expensive than in past years due to increased fuel prices.

Jones explained that because the American Red Cross-Alameda Service Center does not maintain a waitlist for eviction prevention services, it was difficult to judge the increased need for that program. However, since the foreclosure rate is low and the increased demand doesn't seem to be clearly noticeable, the Alameda Food Bank is being recommended to receive the bulk of the public service funds (\$9000).

Jones closed by stating that a smaller portion of funding (\$2000) was recommended for an Earned Income Tax credit program (VITA) to be hosted by Alameda Point Collaborative. Last year, the program was managed last year by Alameda Family Service, but due to staffing changes they are unable to host the program this year. The program provides tax assistance that provides tax rebates to over 200 families per year.

Nielsen – This is not an easy decision to make. I recommend that we move forward with staff's recommendations. Thank you to APC for taking on the VITA site role, very happy to hear this.

Speaker – Neil Rubenstein, Board for Alameda Food Bank (AFB). After introducing fellow board member Alice Cleveland, he explained that the AFB has served about of 3,300 people/year. However, last year they served 4,184 and by November 1st that number will be 25% over last year. The economy has had a huge impact on the demand for food. The dip into reserves has increased to \$20k by January 1st. They anticipate more need in the upcoming year. The extra funding will be a very big help for the AFB, and thank you to staff for the recommendation, particularly since donations are down.

Soglin – Do you think the donations are down because of the economic trouble?

Rubenstein – We don't know for sure. The AFB is working on more marketing in helping to get the word out to the greater community.

Chen – Are all donations for Alameda residents?

Rubenstein – Yes. All food stays in Alameda and we do have a requirement that clients to show proof of residency.

Speaker – Doug Biggs, Director, Alameda Point Collaborative, is glad APC can step in and take on the VITA site this year, which is a complicated program requiring coordination and training of many volunteers. All volunteers have to take an intensive training for certification. The total cost to administer the program is approximately \$8,000 for the program, CDBG would fund \$2000 and the remaining funding will come from the IRS and the United Way. He is now seeking a Program Coordinator for the project.

Nielsen – Thank you for taking this on, but what makes it so challenging and how many volunteers do you need?

Biggs – The volunteers and the coordinator must be certified and because trained volunteers will be helping complete people's taxes, there are checks and balances that need to be in place to ensure accuracy. The program will need approximately 10-12 volunteers, although not certain of that number.

Motion to accept staff recommendations, M/S Nielson, Villareal and unanimous.

3-C. RECOMMENDATION TO APPROVE THE 2009 MEETING CALENDAR: Motion to accept the proposed schedule for meetings in 2009 be accepted, M/S Soglin, Nielsen and unanimous.

3-D. WORKGROUP STATUS REPORTS:

Alamedans Together Against Hate – Member Villareal reported there were no updates at this time.

Assessment and Awareness – Member Nielsen reported on the dental clinic at College of Alameda. Dr. Galley of the College of Alameda Dental Advisory Board is working on the business plan and coordinating with an organization in Oakland's Chinatown who could provide services. The target clientele has expanded to include adults and children. One of the next steps is working with Supervisor Alice Lai-Bitker's office in finding a case coordinator.

Sister City Workgroup – Vice-President Chen reported the China delegation had a wonderful time on their visit. The Flag Raising ceremony had a great turnout and we are happy that Jiangyin is an official sister city to Alameda. They are now establishing sister relationships with Alameda Hospital and the Chinese Christian School. Funds for the dinner still need to be received and it is anticipated staff should have those in a week or so. He reported that this is his last meeting. He thanked the SSHRB and would like for others to become involved with this workgroup. He will continue to serve on the Sister City workgroup.

4. BOARD / STAFF COMMUNICATIONS: Jones handed out an EveryOne Home flyer for the upcoming "friend-raiser" movie on December 4th. The Board will be polled to move their set meeting from that night so they can attend if they like.

5. ORAL COMMUNICATIONS: None

6. ADJOURNMENT: Member Chen adjourned the meeting at 9:30 p.m.

Respectfully submitted,

Melissa Jones
Secretary, Social Services Human Relations Board

MJ:sb